

ABSTRACT

CV Joint Effect Transform (CV Joftra) is an IT company that initially developed a web-based application for company profiles, GIS for roads and bridges in various provinces in Indonesia. CV Joftra experienced a failure that required it to discontinue its business in 2021 due to a business model that was still unclear and the difficulty of establishing a value map and customer profile. So that in 2022 CV Joint Effect Transform wants to rebuild its business by overhauling all the business model strategies it had at the beginning of the business being built and validating it by creating a value map that is in accordance with the customer profile to avoid the risk of failure. This problem makes it a challenge that encourages to find out more about the main problems both experienced by CV Joint Effect Transform and consumers from CV Joint Effect Transform.

The purpose of this study is to identify the customer profile of CV Joint Effect Transform, to find out the value map of CV Joint Effect Transform and to create a fit between the Value Map and the Customer Profile of CV Joint Effect Transform.

The method used in this study is a qualitative method with the phenomenon of this research being investigated using the case study method. Data collection techniques in this study were carried out by means of in-depth interviews, observation, and secondary data collection. While the sources in this study are the owners of CV Joint Effect Transform and the owners of SMEs who are consumers of CV Joint Effect Transform.

The results of this study customer pain is that MSMEs find it difficult to learn Halal Certification / PIRT / BPOM, information technology literacy, MSMEs consider the consultation fees to be large and there are concerns about personal data leakage. Customer gains, the benefits felt by MSMEs are increasing knowledge and increasing sales figures, adding business networks and being assisted in business promotions.

Suggestions, namely CV Joint Effect Transform in providing consultations, should offer affordable prices for consumers, because consumers recognize that this consulting service is of high quality and professional. Other suggestions for CV Joint Effect Transform in providing consultation, there should be information technology literacy assistance, improving product quality and assisting PIRT licensing, halal permits, brand registration and BOPM permits. CV Joint Effect Transform in providing consultations, should not assume that consumers are equal, but pay attention to educational background, types of services/products sold by consumers, age, .

Keywords: Value Proposition Design, UMKM, Value Map, Customer